

Robert Madonna

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VICE PRESIDENT / DIRECTOR CONSUMER INSIGHTS AND RESEARCH

**B2B / B2C / Advertising / Branding / Best Practices / Analysis / Tracking / New Product Launches / Budgets / SWOT
Client Satisfaction / Marketing Support / Contracts / Negotiations / Surveys / Messaging Strategies / Presentations
Opinion Polling / Market Expansion / C-Level Decision Support / Suppliers / Vendors / Testing / Relations / Models**

High performance and strategic global insight forward-thinking leader who provides the direction, consultation and leadership of cross-functional business units to launch products and ensure global adoption. Successfully evolves products and secures dynamic continuity in creation, preparation and implementation of all branding materials worldwide. Drives knowledge base of market trends, technologies, competition, customer base and best distribution channels. Develops critical insights into key audiences to provide input to future products.

Executive strengths include:

- **Building research capabilities**
- **Marketplace Trend Forecasting**
- **Project and Agency Management**
- **Consumer and Shopper Insights**
- **Innovation Pipeline & Development**
- **Integrated Business Communications**
- **Strategic Brand Building and Strategy Planning**

MBA, Marketing, Regis University. Bachelor's Degree, Broadcast Communications, SUNY College at Brockport.

SELECTED ACCOMPLISHMENTS

- **Established an enterprise-wide tracking program that eliminated conflict.** Eliminated multi-state conflict. Set new centralized program and gained questionnaire consensus. Achieved peace by using varied surveys.
- **Increased project work by 55% while cutting expenses by 37%.** Gained approval to establish an in-house consulting agency. Established the organization. Actionable results reduced brand awareness study costs.
- **Boosted quote results by 4% year-over-year.** Introduced Customer Perceived Value (CPV) research methodology. Captured the insight marketing needed to improve agent relationships.
- **Improved product inception to market launch by 9%.** Used a pre-screening survey and conducted 16 focus groups. Identified critical issues that limited new product development. Overcame the roadblocks.
- **Developed global brand messaging.** Tasked to complete half finished third-party market research project. Delivered project on time and on budget. Captured 4% higher message recall aligned with World Cup.
- **Improved independent agency partner's performance, gaining annual 3% client increase.** Architected a five factor high-performance client management model. Included ability to have fun, be human and humble.
- **Reduced market research budget by 33%+, saving hundreds of thousands of dollars.** Brought market research in-house. Built global team for new product development, product pricing and branding.

CAREER HISTORY

Enterprise Market Research Director, Plymouth Rock Assurance Corporation, 2004 to 2018. Controlled market primary and secondary enterprise client research requests. Improved business insight generation. Managed analysis and strategic recommendations associated with multi-market advertising and brand tracking studies.

Market Research Manager, Avaya, Inc., 2004. Responsible for new product development initiatives and budget control associated with customer and product insights within the product lifecycle. Performed qualitative and quantitative studies. Facilitated comprehensive analysis and product assessments.

Earlier Positions: Senior Consultant, Contract, Pinnacle Research Group. **Marketing Intelligence Manager**, Zenith Electronics Corporation (LG).